



# Copywriting: A Beginner's Guide On How To Write Creative Copy That Sells

*MR James Thomson*

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# Copywriting: A Beginner's Guide On How To Write Creative Copy That Sells

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**Copywriting: A Beginner's Guide On How To Write Creative Copy That Sells** MR James Thomson  
**Learn how to write outstanding copy** Have you ever thought about a career in copywriting? Have you spent hours writing sales copy, only to experience it did not have the big sales impact you wished for? Inside **Copywriting: A Beginner's Guide On How To Write Creative Copy That Sells** you will get an understanding of what copywriting really is and why it is a necessary skill to develop for anyone who wants to sell something. This book is written with the intention of giving you the tools you need to get started in a career of creative copywriting. It is also a useful resource for anyone who just want to know more about the creative process and get concrete tips on how to improve their own writing skills. This book will take you step-by-step through the process of creating copy that has the ability to grab the reader's attention and turn it into a sale. You will learn the fundamentals that every copywriter should know when starting to write copy, and the most common mistakes beginners make when they first start out. **In this book you will learn...**

- The basics of copywriting
- Learn the different ad mediums and how you can customize your writing accordingly
- How to best present your product's selling points to your prospective buyers
- What are the different parts of the copywriting process and how to master them
- The essential rules of copywriting
- What are the most common mistakes and how to avoid them
- and much more!

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